

## ORDER



**Orders**  
**Order / Rev:** 725549  
**Alt Order #:** 06399434  
**Product Desc:** NELSON FOR SENATE  
**Estimate:** 664  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 11/02/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Abar Hutton Media/ POL  
**Buying Contact:** Shelli Hutton  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Nelson, B/ D / US Senate  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	41	\$106,950.00	\$90,907.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	41	\$106,950.00	\$90,907.50	0.00
<b>Totals</b>	<b>41</b>	<b>\$106,950.00</b>	<b>\$90,907.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/31/12	11/02/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--W-F--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2				\$350.00		0.00			
2	WTSP	10/30/12	11/01/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	-T-T---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2				\$400.00		0.00			
3	WTSP	10/30/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	-T-TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-TF--		3				\$400.00		0.00			
4	WTSP	10/30/12	11/02/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	-T--F--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T--F--		2				\$200.00		0.00			
5	WTSP	10/30/12	11/01/12	M-F 930-10a Inside Edition	CM	930-10a	-T-T---	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2				\$200.00		0.00			
6	WTSP	11/01/12	11/01/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	---T---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$900.00		0.00			

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 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Nelson, B/ D / US Senate  
 Product Desc: NELSON FOR SENATE  
 Estimate: 664  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	10/30/12	11/02/12	M-F 2-3p The Talk	CM	2-3p	- T- TF- -	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- T- TF- -		3			\$600.00		0.00				
8	WTSP	10/30/12	10/30/12	M-F 530-6p 10 News at 530p	CM	530-6p	- T- - - - -	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- T- - - - -		1			\$550.00		0.00				
9	WTSP	10/30/12	11/02/12	M-F 6-630p 6-630p 10 News	CM	6-630p	- T- - F- -	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- T- - F- -		2			\$1,000.00		0.00				
10	WTSP	10/30/12	10/30/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	- T- - - - -	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- T- - - - -		1			\$9,000.00		0.00				
11	WTSP	10/31/12	10/31/12	Wed Prime B Criminal Minds	CM	Wed 9-10p	- - W- - - -	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - W- - - -		1			\$10,000.00		0.00				
12	WTSP	11/01/12	11/01/12	Thu Prime B Person of Interest	CM	Thu 9-10p	- - - T- - -	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - T- - -		1			\$9,000.00		0.00				
13	WTSP	11/02/12	11/02/12	Fri Prime A Undercover Boss	CM	Fri 8-9p	- - - - F- -	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - - F- -		1			\$6,000.00		0.00				
14	WTSP	11/02/12	11/02/12	Fri Prime B CSI: NY	CM	Fri 9-10p	- - - - F- -	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - - F- -		1			\$6,000.00		0.00				
15	WTSP	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	8-11p	- - - - - S-	:30	2	\$10,000.00	P-3	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - - - S-		2			\$10,000.00		0.00				
16	WTSP	11/04/12	11/04/12	Sun Prime B Amazing Race	CM	Sun 8-9p	- - - - - S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - - - S		1			\$9,000.00		0.00				
E 17	WTSP	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	Sun 9-10p	- - - - - S	:30	1	\$7,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - - - S		1			\$7,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WTSP	10/29/12-11/04/12	Sun Prime C		Sun 9-10p	- - - - - Su	:30	<del>(\$7,000.00)</del>	0.00	NM				
	Credited														
18	WTSP	11/04/12	11/04/12	Sun Prime D The Mentalist	CM	Sun 10-11p	- - - - - S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - - - S		1			\$7,000.00		0.00				
19	WTSP	11/01/12	11/02/12	Letterman Late Night with David Letterman	CM	1135p-1237a	- - - TF- -	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - TF- -		2			\$700.00		0.00				
20	WTSP	11/03/12	11/03/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	- - - - - S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - - - S-		1			\$150.00		0.00				

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Estimate: 664

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WTSP	11/03/12	11/03/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$300.00			0.00			
23	WTSP	11/04/12	11/04/12	NFL Football Game #2 NFL Football Game #2	CM	4-7p	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1			\$10,000.00			0.00			
24	WTSP	11/05/12	11/05/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$350.00			0.00			
25	WTSP	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	-T-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1			\$400.00			0.00			
26	WTSP	11/05/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----		2			\$400.00			0.00			
27	WTSP	11/05/12	11/05/12	M-F 930-10a Inside Edition	CM	930-10a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$200.00			0.00			
28	WTSP	11/05/12	11/05/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$900.00			0.00			
29	WTSP	11/05/12	11/05/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$700.00			0.00			
N30	WTSP	11/03/12	11/03/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p	-----S-	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$5,000.00			0.00			
N31	WTSP	11/05/12	11/05/12	CBS Evening News CBS Evening News	CM	630-7p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$2,000.00			0.00			
													Totals	41	\$106,950.00